



Retail MarketPlace Profile

Prepared by: Grove City Department of Development

Town Center Area Demographic Study

4035 Broadway

Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998

Longitude: -83.093858

Radius: 1.0 mile

Summary Demographics

2007 Population	8,321
2007 Households	3,479
2007 Median Disposable Income	\$41,873
2007 Per Capita Income	\$25,426

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$86,473,562	\$73,327,833	\$13,145,729	8.2	81
Total Retail Trade (NAICS 44-45)	\$73,973,128	\$36,985,268	\$36,987,860	33.3	54
Total Food & Drink (NAICS 722)	\$12,500,434	\$36,342,565	\$-23,842,131	-48.8	27

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$19,720,342	\$4,335,937	\$15,384,405	64.0	7
Automobile Dealers (NAICS 4411)	\$16,913,063	\$535,249	\$16,377,814	93.9	0
Other Motor Vehicle Dealers (NAICS 4412)	\$1,480,905	\$2,500,391	\$-1,019,486	-25.6	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,326,374	\$1,300,297	\$26,077	1.0	6
Furniture & Home Furnishings Stores (NAICS 442)	\$3,058,454	\$2,901,159	\$157,295	2.6	2
Furniture Stores (NAICS 4421)	\$1,989,497	\$2,677,214	\$-687,717	-14.7	1
Home Furnishings Stores (NAICS 4422)	\$1,068,957	\$223,945	\$845,012	65.4	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,698,993	\$1,147,052	\$1,551,941	40.4	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,896,448	\$2,437,274	\$459,174	8.6	12
Building Material and Supplies Dealers (NAICS 4441)	\$2,628,738	\$2,200,104	\$428,634	8.9	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$267,710	\$237,170	\$30,540	6.0	2
Food & Beverage Stores (NAICS 445)	\$15,579,139	\$5,136,749	\$10,442,390	50.4	3
Grocery Stores (NAICS 4451)	\$14,889,766	\$4,928,292	\$9,961,474	50.3	3
Specialty Food Stores (NAICS 4452)	\$174,879	\$0	\$174,879	100.0	0
Beer, Wine, and Liquor Stores (NAICS 4453)	\$514,494	\$208,457	\$306,037	42.3	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,698,148	\$2,526,347	\$1,171,801	18.8	2
Gasoline Stations (NAICS 447/4471)	\$8,522,642	\$9,263,338	\$-740,696	-4.2	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,179,517	\$1,122,551	\$3,056,966	57.7	0
Clothing Stores (NAICS 4481)	\$3,349,938	\$1,098,812	\$2,251,126	50.6	0
Shoe Stores (NAICS 4482)	\$452,112	\$23,739	\$428,373	90.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$377,467	\$0	\$377,467	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,415,901	\$1,711,064	\$-295,163	-9.4	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$810,326	\$1,707,885	\$-897,559	-35.6	6
Book, Periodical, and Music Stores (NAICS 4512)	\$605,575	\$3,179	\$602,396	99.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Source: ESRI and infoUSA®



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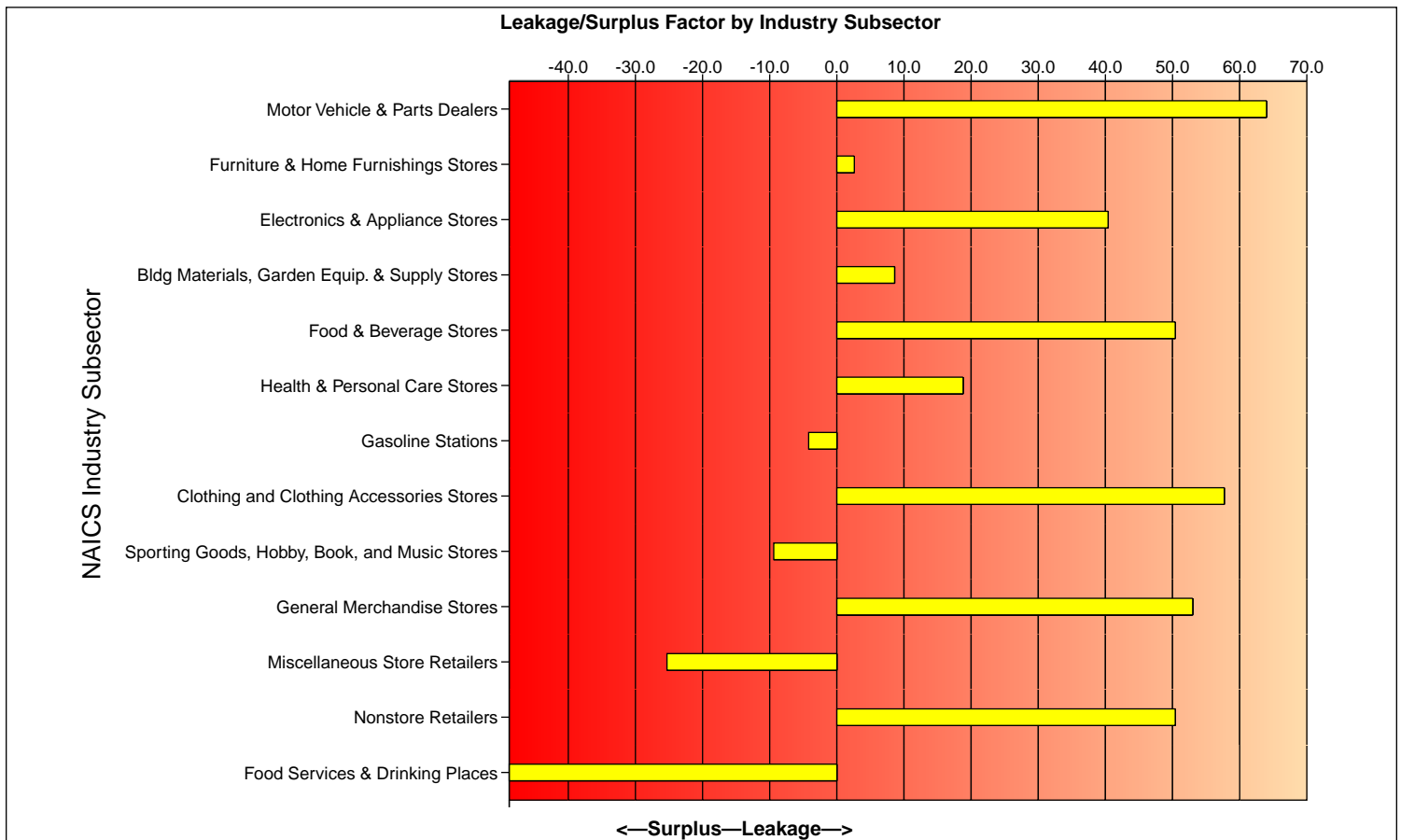
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Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998
Longitude: -83.093858
Radius: 1.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$8,971,071	\$2,753,930	\$6,217,141	53.0	0
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,144,689	\$2,076,779	\$4,067,910	49.5	0
Other General Merchandise Stores (NAICS 4529)	\$2,826,382	\$677,151	\$2,149,231	61.3	0
Miscellaneous Store Retailers (NAICS 453)	\$1,919,476	\$3,216,297	\$-1,296,821	-25.3	15
Florists (NAICS 4531)	\$169,868	\$579,639	\$-409,771	-54.7	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$760,513	\$1,297,847	\$-537,334	-26.1	5
Used Merchandise Stores (NAICS 4533)	\$177,604	\$334,287	\$-156,683	-30.6	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$811,491	\$1,004,524	\$-193,033	-10.6	5
Nonstore Retailers (NAICS 454)	\$1,312,997	\$433,570	\$879,427	50.4	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$335,325	\$0	\$335,325	100.0	0
Vending Machine Operators (NAICS 4542)	\$365,714	\$4,985	\$360,729	97.3	0
Direct Selling Establishments (NAICS 4543)	\$611,958	\$428,585	\$183,373	17.6	1
Food Services & Drinking Places (NAICS 722)	\$12,500,434	\$36,342,565	\$-23,842,131	-48.8	27
Full-Service Restaurants (NAICS 7221)	\$6,269,216	\$29,268,366	\$-22,999,150	-64.7	2
Limited-Service Eating Places (NAICS 7222)	\$4,749,876	\$4,937,932	\$-188,056	-1.9	19
Special Food Services (NAICS 7223)	\$654,962	\$996,634	\$-341,672	-20.7	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$826,380	\$1,139,633	\$-313,253	-15.9	5



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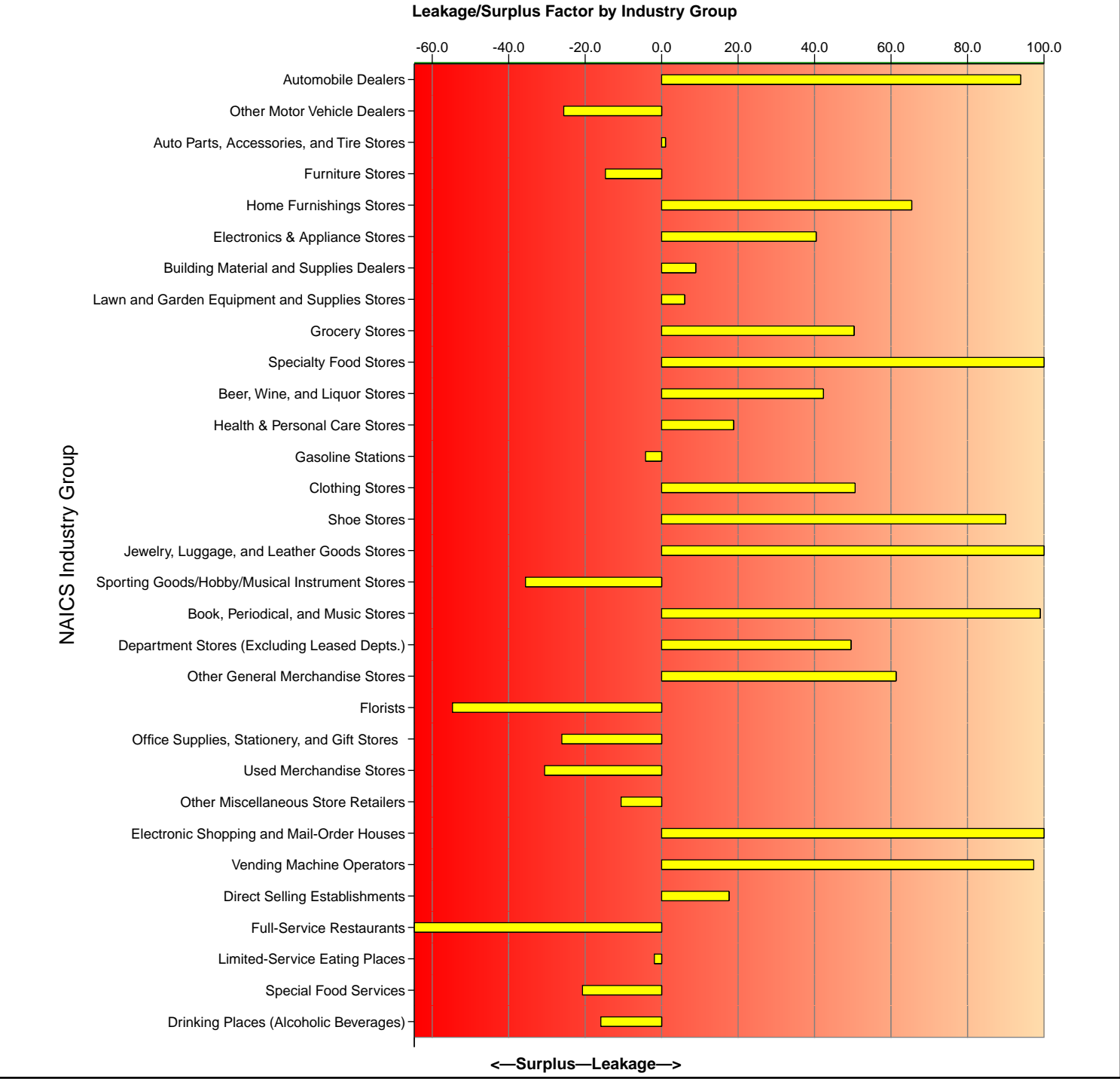
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Leakage/Surplus Factor by Industry Group



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Summary Demographics

2007 Population	27,212
2007 Households	10,622
2007 Median Disposable Income	\$48,425
2007 Per Capita Income	\$28,572

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$305,942,001	\$337,112,365	\$-31,170,364	-4.8	204
Total Retail Trade (NAICS 44-45)	\$261,950,604	\$224,697,370	\$37,253,234	7.7	129
Total Food & Drink (NAICS 722)	\$43,991,397	\$112,414,995	\$-68,423,598	-43.7	75

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$71,225,817	\$20,698,997	\$50,526,820	55.0	15
Automobile Dealers (NAICS 4411)	\$60,907,396	\$7,813,880	\$53,093,516	77.3	3
Other Motor Vehicle Dealers (NAICS 4412)	\$5,541,452	\$8,903,752	\$-3,362,300	-23.3	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$4,776,969	\$3,981,365	\$795,604	9.1	10
Furniture & Home Furnishings Stores (NAICS 442)	\$11,055,989	\$14,490,532	\$-3,434,543	-13.4	7
Furniture Stores (NAICS 4421)	\$7,225,215	\$11,672,654	\$-4,447,439	-23.5	4
Home Furnishings Stores (NAICS 4422)	\$3,830,774	\$2,817,878	\$1,012,896	15.2	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$9,616,074	\$5,448,569	\$4,167,505	27.7	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$10,240,292	\$4,463,256	\$5,777,036	39.3	15
Building Material and Supplies Dealers (NAICS 4441)	\$9,300,882	\$4,067,269	\$5,233,613	39.1	13
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$939,410	\$395,987	\$543,423	40.7	2
Food & Beverage Stores (NAICS 445)	\$54,400,719	\$43,953,296	\$10,447,423	10.6	10
Grocery Stores (NAICS 4451)	\$51,990,480	\$42,765,258	\$9,225,222	9.7	7
Specialty Food Stores (NAICS 4452)	\$611,684	\$201,025	\$410,659	50.5	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,798,555	\$987,013	\$811,542	29.1	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$12,791,120	\$17,372,588	\$-4,581,468	-15.2	10
Gasoline Stations (NAICS 447/4471)	\$29,980,621	\$45,532,640	\$-15,552,019	-20.6	11
Clothing and Clothing Accessories Stores (NAICS 448)	\$14,774,217	\$13,182,745	\$1,591,472	5.7	4
Clothing Stores (NAICS 4481)	\$11,811,132	\$12,018,302	\$-207,170	-0.9	2
Shoe Stores (NAICS 4482)	\$1,593,638	\$949,542	\$644,096	25.3	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,369,447	\$214,901	\$1,154,546	72.9	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$5,041,345	\$3,875,911	\$1,165,434	13.1	11
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,913,352	\$3,818,681	\$-905,329	-13.4	11
Book, Periodical, and Music Stores (NAICS 4512)	\$2,127,993	\$57,230	\$2,070,763	94.8	0

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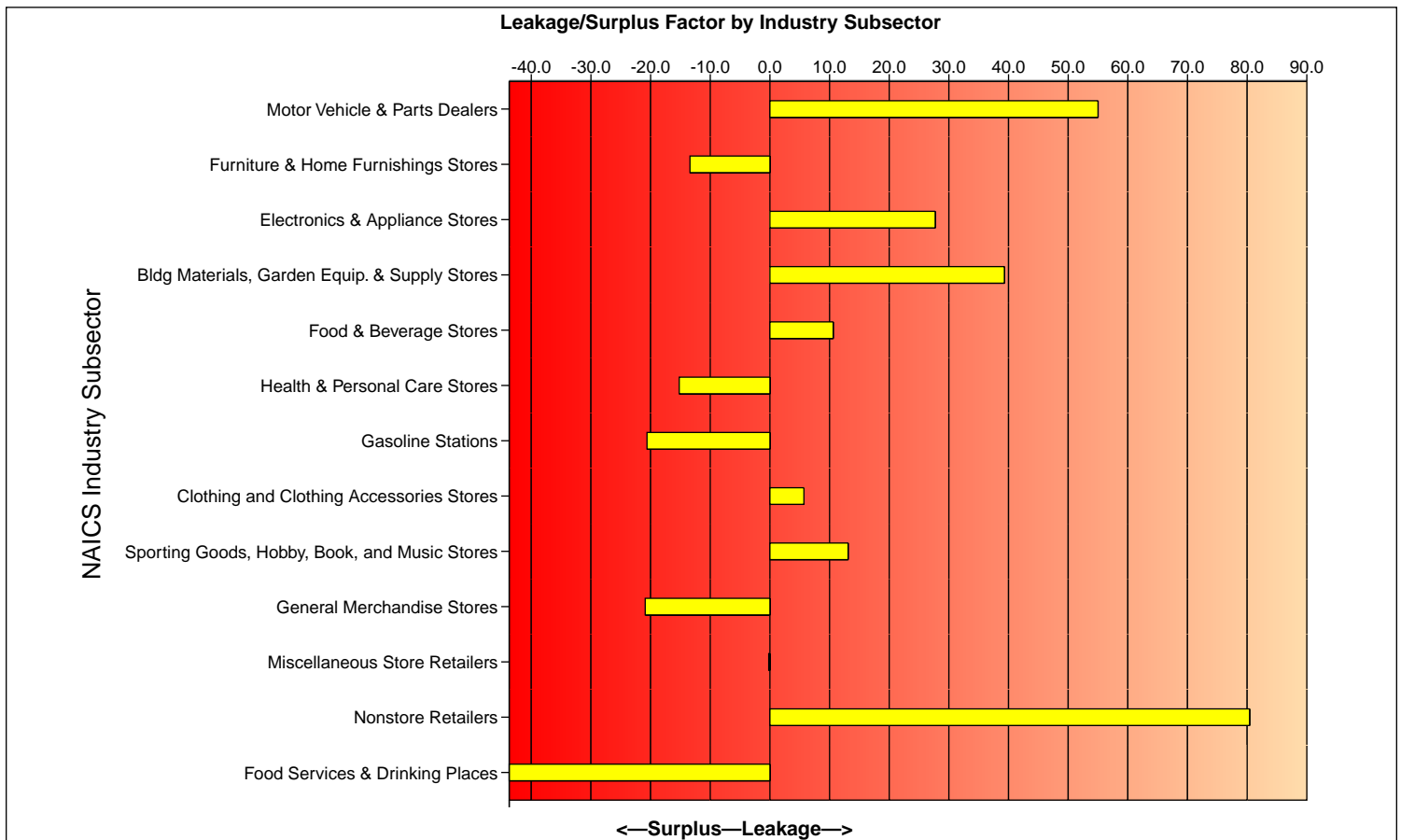
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Radius: 2.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$31,641,879	\$48,400,949	\$-16,759,070	-20.9	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$21,728,619	\$17,939,756	\$3,788,863	9.6	4
Other General Merchandise Stores (NAICS 4529)	\$9,913,260	\$30,461,193	\$-20,547,933	-50.9	3
Miscellaneous Store Retailers (NAICS 453)	\$6,763,254	\$6,796,959	\$-33,705	-0.2	28
Florists (NAICS 4531)	\$593,859	\$1,041,539	\$-447,680	-27.4	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,702,594	\$2,827,011	\$-124,417	-2.3	12
Used Merchandise Stores (NAICS 4533)	\$629,031	\$371,715	\$257,316	25.7	3
Other Miscellaneous Store Retailers (NAICS 4539)	\$2,837,770	\$2,556,694	\$281,076	5.2	9
Nonstore Retailers (NAICS 454)	\$4,419,277	\$480,928	\$3,938,349	80.4	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,166,317	\$0	\$1,166,317	100.0	0
Vending Machine Operators (NAICS 4542)	\$1,279,747	\$52,343	\$1,227,404	92.1	0
Direct Selling Establishments (NAICS 4543)	\$1,973,213	\$428,585	\$1,544,628	64.3	1
Food Services & Drinking Places (NAICS 722)	\$43,991,397	\$112,414,995	\$-68,423,598	-43.7	75
Full-Service Restaurants (NAICS 7221)	\$22,061,485	\$86,214,048	\$-64,152,563	-59.2	6
Limited-Service Eating Places (NAICS 7222)	\$16,713,667	\$22,208,726	\$-5,495,059	-14.1	55
Special Food Services (NAICS 7223)	\$2,303,553	\$1,284,060	\$1,019,493	28.4	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$2,912,692	\$2,708,161	\$204,531	3.6	11



Source: ESRI and infoUSA®



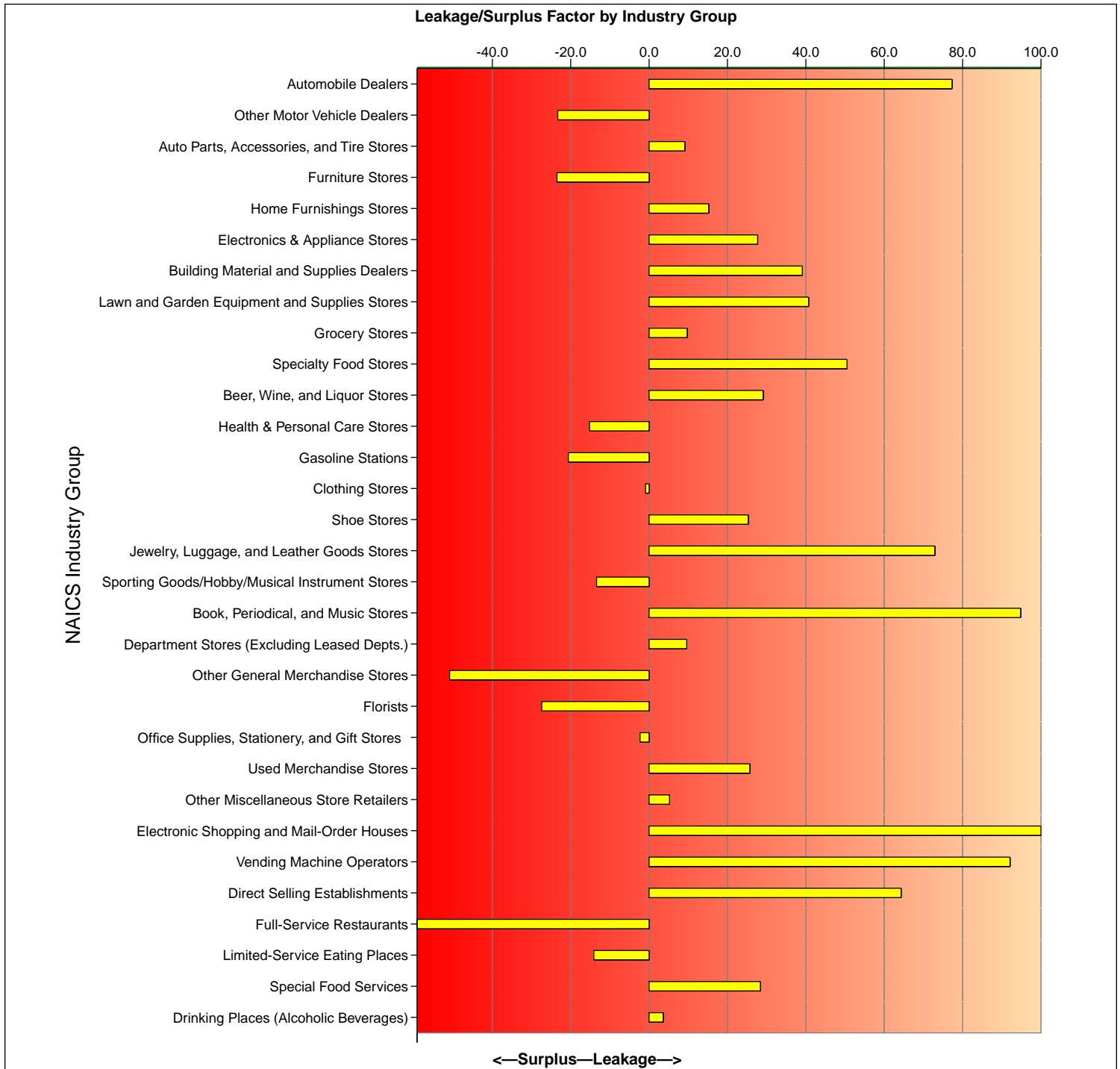
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Summary Demographics

2007 Population	47,789
2007 Households	18,219
2007 Median Disposable Income	\$49,454
2007 Per Capita Income	\$28,497

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$531,350,548	\$623,380,548	\$-92,030,000	-8.0	312
Total Retail Trade (NAICS 44-45)	\$455,395,710	\$480,214,039	\$-24,818,329	-2.7	202
Total Food & Drink (NAICS 722)	\$75,954,838	\$143,166,509	\$-67,211,671	-30.7	110

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$125,598,339	\$103,876,457	\$21,721,882	9.5	28
Automobile Dealers (NAICS 4411)	\$107,446,272	\$85,232,133	\$22,214,139	11.5	12
Other Motor Vehicle Dealers (NAICS 4412)	\$9,805,249	\$13,534,997	\$-3,729,748	-16.0	4
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$8,346,818	\$5,109,327	\$3,237,491	24.1	12
Furniture & Home Furnishings Stores (NAICS 442)	\$19,291,534	\$19,490,514	\$-198,980	-0.5	13
Furniture Stores (NAICS 4421)	\$12,675,951	\$13,322,917	\$-646,966	-2.5	6
Home Furnishings Stores (NAICS 4422)	\$6,615,583	\$6,167,597	\$447,986	3.5	7
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$16,764,853	\$25,830,619	\$-9,065,766	-21.3	15
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$17,475,725	\$17,662,072	\$-186,347	-0.5	19
Building Material and Supplies Dealers (NAICS 4441)	\$15,875,850	\$16,959,037	\$-1,083,187	-3.3	16
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,599,875	\$703,035	\$896,840	38.9	3
Food & Beverage Stores (NAICS 445)	\$93,985,518	\$79,801,537	\$14,183,981	8.2	14
Grocery Stores (NAICS 4451)	\$89,838,668	\$78,417,207	\$11,421,461	6.8	10
Specialty Food Stores (NAICS 4452)	\$1,058,470	\$278,876	\$779,594	58.3	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,088,380	\$1,105,454	\$1,982,926	47.3	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$21,894,620	\$26,918,462	\$-5,023,842	-10.3	18
Gasoline Stations (NAICS 447/4471)	\$52,225,323	\$66,800,370	\$-14,575,047	-12.2	15
Clothing and Clothing Accessories Stores (NAICS 448)	\$25,519,548	\$35,374,178	\$-9,854,630	-16.2	9
Clothing Stores (NAICS 4481)	\$20,377,952	\$33,172,734	\$-12,794,782	-23.9	6
Shoe Stores (NAICS 4482)	\$2,760,689	\$1,914,910	\$845,779	18.1	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,380,907	\$286,534	\$2,094,373	78.5	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$8,808,100	\$9,378,653	\$-570,553	-3.1	17
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,099,489	\$8,500,328	\$-3,400,839	-25.0	15
Book, Periodical, and Music Stores (NAICS 4512)	\$3,708,611	\$878,325	\$2,830,286	61.7	2

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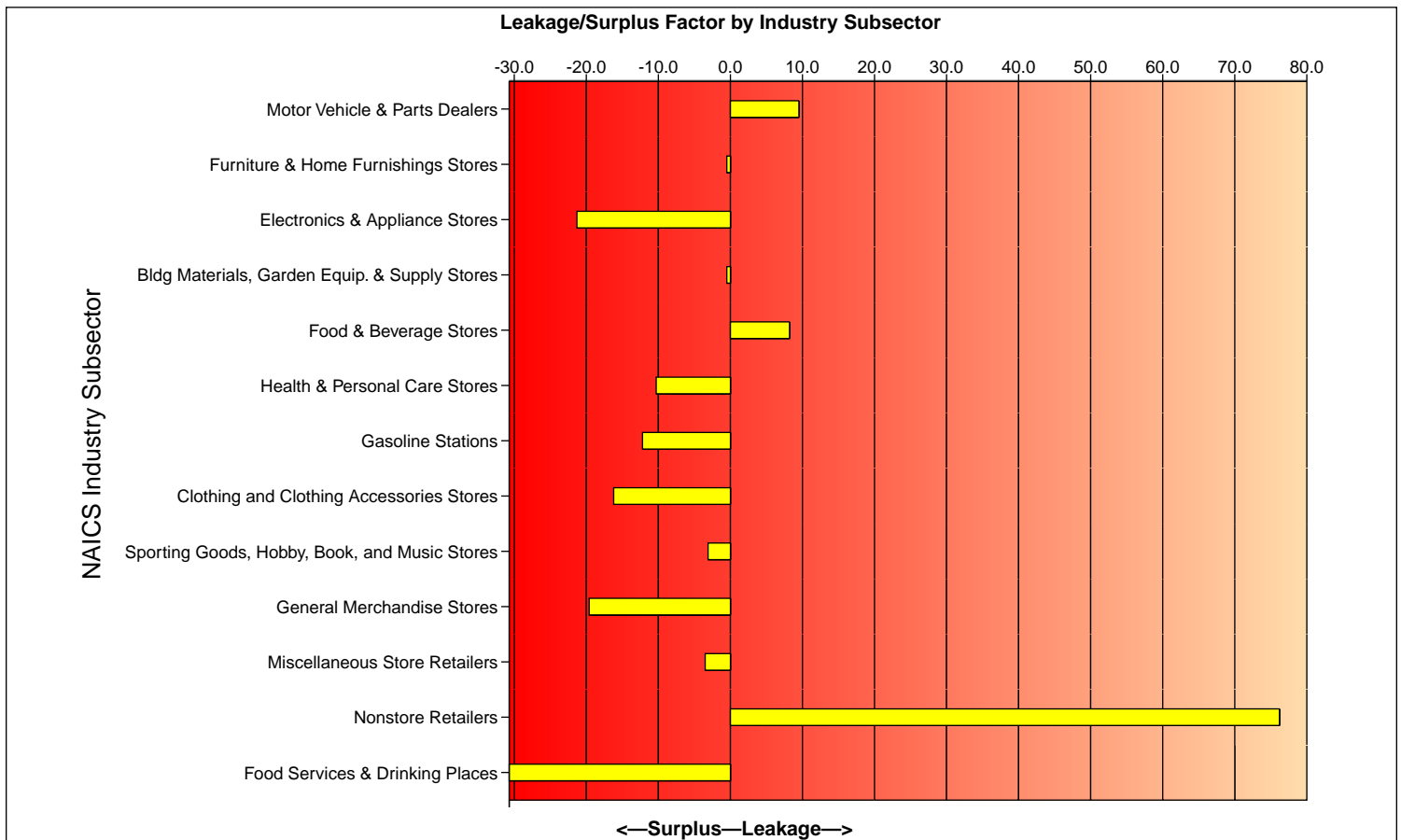
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General Merchandise Stores (NAICS 452)	\$54,833,293	\$81,557,592	\$-26,724,299	-19.6	12
Department Stores Excluding Leased Depts.(NAICS 4521)	\$37,671,156	\$49,354,194	\$-11,683,038	-13.4	8
Other General Merchandise Stores (NAICS 4529)	\$17,162,137	\$32,203,398	\$-15,041,261	-30.5	4
Miscellaneous Store Retailers (NAICS 453)	\$11,685,540	\$12,534,186	\$-848,646	-3.5	38
Florists (NAICS 4531)	\$1,007,613	\$1,195,505	\$-187,892	-8.5	4
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,685,638	\$4,721,958	\$-36,320	-0.4	16
Used Merchandise Stores (NAICS 4533)	\$1,097,367	\$395,812	\$701,555	47.0	4
Other Miscellaneous Store Retailers (NAICS 4539)	\$4,894,922	\$6,220,911	\$-1,325,989	-11.9	14
Nonstore Retailers (NAICS 454)	\$7,313,317	\$989,399	\$6,323,918	76.2	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,004,209	\$0	\$2,004,209	100.0	0
Vending Machine Operators (NAICS 4542)	\$2,214,496	\$560,814	\$1,653,682	59.6	3
Direct Selling Establishments (NAICS 4543)	\$3,094,612	\$428,585	\$2,666,027	75.7	1
Food Services & Drinking Places (NAICS 722)	\$75,954,838	\$143,166,509	\$-67,211,671	-30.7	110
Full-Service Restaurants (NAICS 7221)	\$38,088,497	\$97,425,740	\$-59,337,243	-43.8	8
Limited-Service Eating Places (NAICS 7222)	\$28,932,985	\$40,329,304	\$-11,396,319	-16.5	84
Special Food Services (NAICS 7223)	\$3,985,689	\$2,066,580	\$1,919,109	31.7	5
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,947,667	\$3,344,885	\$1,602,782	19.3	13



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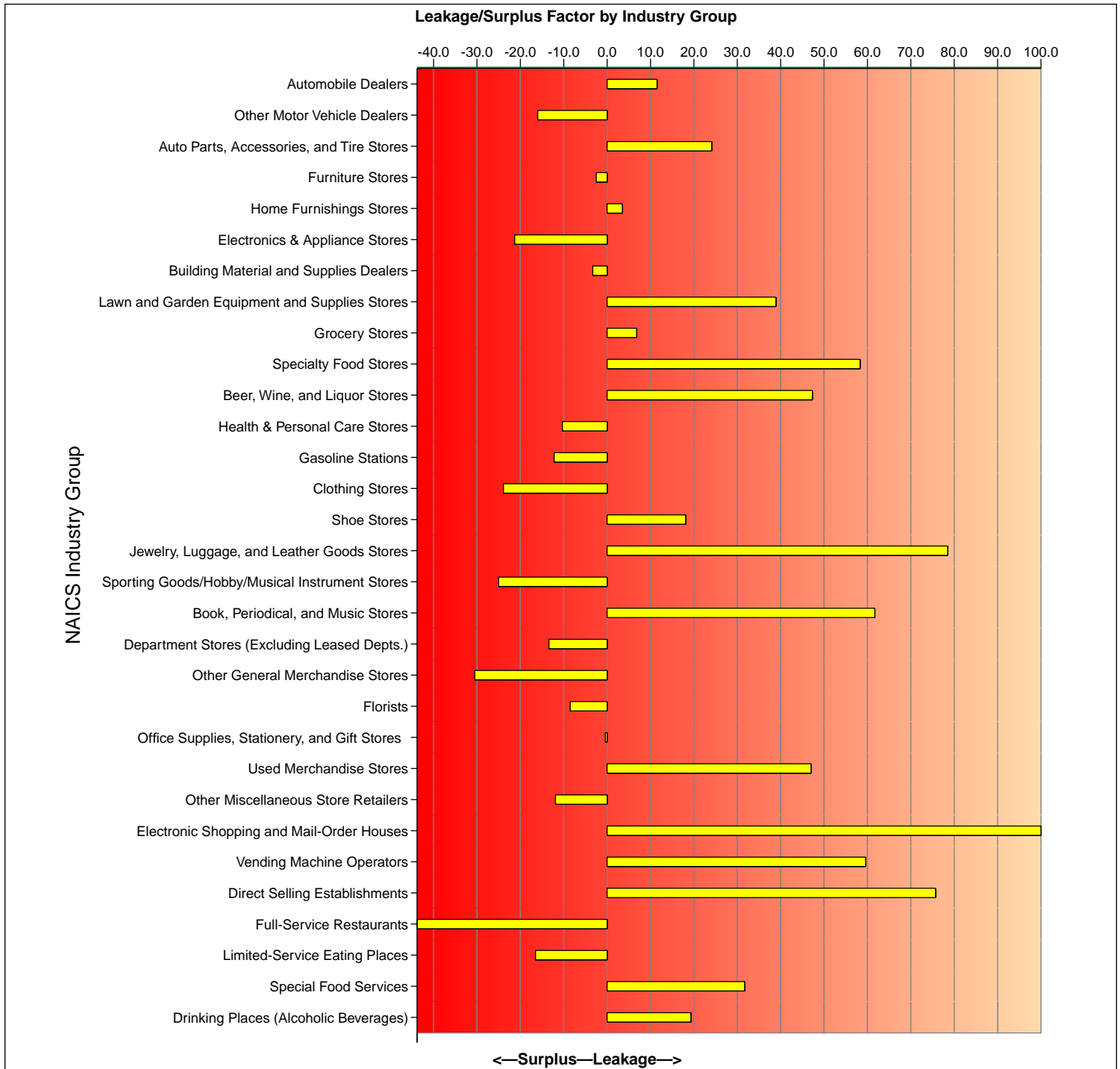
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